
California Small Farm Conference

March 4-6, 2012

ABC's of Starting a New Farm



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ABC's for New Farms **Aware of Resources**

Web & Print Resources

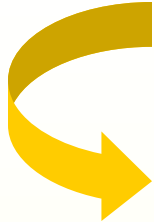
conference handouts & available at:

'The Farm Business and Market Place'

<http://ucce.ucdavis.edu/farmbusinessandmarketplace/>



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Business Planning

Conference handout: Business & Marketing Plans for Organic Operations: An Overview
Authors: Tourte & Gaskell – UC Cooperative Extension



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Complete Skills Assessment

- Goal is to stimulate thinking
- Not precise measurement here
- Identify specific skills, abilities, knowledge that you have and do not have
- Be honest, realistic, forthright
- How might you compensate for 'weaknesses'?

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Skills and Knowledge Areas

- **Production**
- **Financial Management**
- **Marketing / Selling**
- ***Strategic Planning / Positioning***
- **Personnel / Relationships**
- **Risk Management**

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Skills and Knowledge Areas

'Mini' hands on exercise for:

Strategic Planning / Positioning

Conference handout



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Skills and Knowledge

How might you compensate for 'weaknesses'?

- 1. Develop skills**
- 2. Utilize skills of business partner(s)**
- 3. Hire employees**
- 4. Other?**

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Skills and Knowledge – Additional Thoughts

Leadership

Stewardship

Technology

Creativity

Role and 'Fit' in Farming?

Discussion

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Questions? Comments?

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